

# **The Flute Network**

## **CHAPTER TWO**

### **February and March 2007 issues – USPS Delivery Performance Data, as reported to us by our subscribers (A replication of our 2006 Study)**

**May 30, 2007**

This report and all accompanying materials are freely offered in support of the Mailers Technical Advisory Committee (MTAC) Workgroup #114, the Postal Regulatory Commission, and the USPS - in conjunction with our collective efforts regarding USPS Service Standards and Measurement concerns.

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## I. INTRODUCTION

During recent meetings of MTAC #114 in the winter and spring of 2007, several representatives from the USPS as well as our group leaders have voiced a sincere interest in receiving data from “the industry” regarding our respective experiences with USPS performance (i.e. postal “performance data”). The Flute Network is a small non-profit Standard Mail A mailer – and we are honored to share the relevant data we have garnered for our own purposes towards that effort (our data date from February 2004 to mid May 2007). In the interests of getting this material released sooner-rather-than-later, this particular report will likely be far more informal in feel and tone than was our Testimony before the PRC last September 2006 (which dealt with similar content), but it will be no less thorough and accurate for it.

In light of the lessons from the fable of how the “three blind men describe an elephant” (i.e., one man, feeling only the trunk describes it as being broadly tube-like, strong and wiggly like a fat snake; one man feeling only the tail describes it as being skinny, hairy and limp like a rope; the last man feeling only the side describes it as being broad and flat, high up, and wrinkled --- each one assuming that their experience alone can be taken as descriptive of the whole animal...) – Flute Network data and experiences are hereby being put forward in the hope that they will be combined with much more data and information stemming from other perspectives, experiences, and view points -- and that by doing so we might collectively reach understandings and find insights which would most certainly elude us otherwise. (Our signature editorial tag line for Flute Network is this: “Always remember - no matter what, we really are all in this together!”- and it most certainly holds true in this context as well...)

## II. FORMALLY BRINGING FORWARD “FN-CHAPTER ONE” – The Flute Network data as offered in our PRC Testimony, September 2006

In 2006, seeking to understand and find a way to work with our own frustrations around the actual mail delivery of our print publication (as compared to what was put forward in the USPS standards of “3 – 10 days, nationwide”), The Flute Network asked our subscribers for help and initiated a pointed study -- we asked our subscribers to let us know the date they received each of two specific issues (the February and March 2006 issues) \*and\* the zip code where they received them. The data that came in validated our perceptions at the time that delivery performance really was, literally, all over the map. It was some months later that we learned that the data we had collected might be pertinent to concerns before the Postal Rate Commission (now the Postal Regulatory Commission) in the R2006-1 Rate Case which they were actively

considering. To cut to the chase, The Flute Network enlisted as an Intervenor and immediately went to work to organize our collected data and experiences in the form of formal Testimony, and make it available for use in their deliberations.

The Flute Network (and Janyce Pritchard [aka “Jan”]) eventually filed a number of documents with the PRC in conjunction with that case, all of which are still available at the PRC website:

(1) Our Testimony (currently available online at <http://www.prc.gov/docs/53/53091/FLUTE-final.pdf> -- submitted 9/5/2006);

(2) This was followed by a Reply to four Interrogatories from the USPS regarding questions they had regarding parts of our Testimony (submitted 9/29/06 and available online at:

<http://www.prc.gov/docs/53/53656/FluteReplytoInterog.pdf> )

(3) We later filed an Initial Brief (which essentially is a sort of “Readers Digest” version of the most pertinent parts of our more far-ranging original Testimony, along with a proffering of comments, insights, and thoughts about how our offerings might fit within the larger picture of the collected positions which other parties had put forward in *their* testimony, etc., with the PRC in this case...). Our Initial Brief is available online at: <http://www.prc.gov/docs/55/55518/arialFNinitialbrief.pdf> [Please note: we originally submitted our Initial Brief on 12/19/06 – we later learned that some folks had trouble reading it due to the type style and formatting of that particular document – SO – on 12/29/06 we filed another version of that document with *no changes in it \*other\** than changing the font to Arial – which in turn did cause a bit of pagination shift, but those are the only differences between the two documents. The version cited here is that later [and hopefully more readable] version, which - due to having been filed during the Holidays - technically turned into its having been filed and accepted as of 1/3/07).

OK – back to the point here.... our original Testimony for the PRC was written and submitted in September of 2006 (*i.e., recently*), - and in it, we included detailed explanations about The Flute Network itself and our publication, a history of our ongoing interests and concerns regarding USPS related matters (along with the history of our efforts to sort these matters out), *and also* those parts of my own personal and professional background which lent themselves to such an effort. While all of that certainly lends itself to the current consideration as well, in the interests of time and space (as well as a respect for the reader who may well

have already seen it all before!), I will not be duplicating all that here – *rather we will be building upon it* (hence, this document is very much a “Chapter Two” in purpose and mission, as well as by name!).<sup>1</sup>

**Our original data from 2006, all of which was included in our Testimony in 2006, is again hereby commended to our collective and current concern.**<sup>2</sup> (For those who may find it helpful, an MS-Word version of that raw data is also available at the PRC site at: <http://www.prc.gov/docs/53/53091/EXHIBIT-V-data.doc> -- this was submitted to the PRC along with the PDF version which was included as Exhibit V in our formal Testimony on 9/5/06). This data reflect the experience of the flow of Flute Network’s February and March 2006 issues, as they originated from Waynesville, NC (28723) and moved basically from east to west across the country. **For our purposes now, let that body of data be considered “FN-Chapter One”.**

## II. AND NOW – “FN-CHAPTER TWO”....

### A. NEWLY DEVELOPED BACKGROUND

Much to my surprise last fall (major understatement there), events conspired to the ultimate effect that Flute Network did *not* cease publication after all. (...For a number of reasons, the USPS related delivery frustrations being one, we had reasonably expected our May/June 2006 issue to be the last...) Instead, based on what we learned from our subscribers in the wake of our 2006 study, combined with the discovery of a new printer/mailer option - we did indeed work through the whiplash of doing a total about-face and began publication again with that new printer/mailer, here in California in September of 2006. So far, we have produced and mailed 8 issues of The Flute Network together, all of which are now being mailed out of San Bernardino, CA (to be specific - SCF San Bernardino, CA 92403). Our ninth issue, the July/August 2007 issue, is currently in press.

The Flute Network continues to be the non-profit, entirely volunteer entity that we have been since we began in 1984. Primarily a print publication, we *now* go out free of charge 9 times a year to some 6,100+ different flutists and flute teachers nationwide. Our sole mission continues – that is to serve as a bulletin-

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<sup>1</sup> However – if this document is the first you’ve heard of The Flute Network, it is likely you’d be interested in knowing about all that.... While that material is indeed readily available online, I will be happy to supply a copy of those sections, directly, for anyone who wishes it – please feel free to ask, and be sure to let me know how you’d like me to send it! My contact information is on the cover page of this report.

<sup>2</sup> One minor correction – or bit of errata – in the original Testimony is probably worth putting in place here: in reference to the table of raw data included on page 29, for the math to be correct, line 10 on page 30 should read: [for] “8 [issues] – delivery took 18 – 34 days” to go between Waynesville NC and San Bernardino ... not the 4 as currently listed there. The original data from which that table was derived was included on the page before. I apologize for that error going unnoticed until just recently.

board service for flutists, flute teachers (*AND* the people who love them...), and to help people get word about things as efficiently and economically for them as we possibly can. We do maintain a website ([www.flutenet.com](http://www.flutenet.com)), where most (but not all) of each print issue also appears during the time that each print issue is the “current issue”. Also available on our website as a Flute Network service are listings of the Masterclasses (worldwide), a continuously updated list of “Stolen and Lost Instruments”, and a few other articles of a service nature. As regards our print issue mailings, we are maintaining our Non-Profit mailing permit in Waynesville, NC (Permit #37), and are mailing with a “ghost permit” under Colour Concepts, Incorporated mailing label (...we are “ghost number 81311” under CCI’s Non-Profit Permit No. 2968).

By December of 2006, it became apparent to us as we continued to advise our advertisers about how to plan the best timing of *their* ad content, that the conclusions we had reached from our earlier study might – or might not – be applicable to our new production process, especially now that basic direction of “mail flow” had been changed. Our Board of Directors decided that we should investigate those questions again, and we put in place plans to replicate our 2006 study with our February and March 2007 issues. Specifically, questions of concern were: (1) is the flow of mailings any different from “west to east” than it was from “east to west”, and if so, how?, and (2) most importantly - do we, and/or our advertisers, need to plan differently, given the realities of mail flow from our newly revised mailing pattern?

#### B. THE PARTICULARS relevant to our 2007 Study, MTAC #114, a CD, and the overall sequence of events

This year we were able to give our readers a “heads up” about our plans in the Greetings section of our January 2007 issue and asked that they be on the look-out for their next two upcoming issues (...that January 2007 issue went to press on December 10<sup>th</sup>, 2006).<sup>3</sup> At the suggestion of an insightful friend, this year we included a specialized “form” to make it easy for folks to note their zip code and the date it was received, and pre-printed it on each mail piece where it would be easy for folks to use – this appeared on each of the February and March 2007 issues, in the panel devoted to addresses and special messages.<sup>4</sup>

As in 2006, no one was promised - nor did anyone receive - anything in return for their participation in our 2007 investigation, other than the assurance that their help really mattered and was going to make a

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<sup>3</sup> Copies of the relevant Greetings sections from January, February, March, and April 2007 issues are included as an Appendix to this document.

<sup>4</sup> Copies of the address-section of the February and March issues are included in the Appendices.

difference (as it had, indeed, before!). As before – our subscribers demonstrated a sincere interest in being of help, some going to great lengths to be sure we received their information. *All* information that was received in connection with this 2007 study has been included in this report. Our first responder this year replied with their information on January 27, 2007 – our last bit of data particular to these two issues was received here on May 16<sup>th</sup>.

It was in early March of 2007 that I first learned of the MTAC #114 efforts, and was invited to participate with the Standard Mail Subgroup. The March 14<sup>th</sup> meeting of that Subgroup was the first of those I attended (via teleconference), and it was during the course of that day that I first learned of the CD which was available from the USPS which outlined specific 3-digit zip to 3-digit zip code Service Standards (...Now, the existence of such a thing as this was great news to me! – it sounded to be something far more useful than the generalized “3 – 10 day” expectations for standard mails which was what we had been working with thus far). I requested a copy of this CD and publicly offered – then and there - to perform (and share!) an “overlay” of the data that Flute Network was then actively collecting [regarding delivery performance of Flute Networks] with those refined and specific Service Standards as given on the CD. The disk arrived here on April 5<sup>th</sup> and we continued to collect our data, with plans to devote time to all of this when we returned from an overseas trip, in early July.

During the May 5<sup>th</sup> MTAC - Standard Mail Subgroup meeting, however, it became apparent that a shift of plans was being called for when it came to the MTAC cause – i.e., moving up our formal analysis of Flute Network 2007 data to the soonest possible moment. The result is the document you are now reading. The promised overlay of Flute Network 2007 data with the USPS 3-digit to 3-digit Service Standards from the Fiscal Year 2007, Quarter 2 is reflected in its entirety in the Raw Data, and can be found Appended to this document.<sup>5</sup>

### C. NITTY GRITTY: New Particulars of Mail Prep, relevant to our 2007 study data

I continue to subscribe to Accuzip (a commercially available full service program for maintaining and managing USPS related mailings), and maintain The Flute Networks mailing list personally. Address corrections and changes of any necessary sort, any deletions and additions, etc. are made continuously –

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<sup>5</sup> Our sincerest THANKS go to Kurt Kramer who helped me not only to find the pertinent information on the CD, but also went to the trouble of pulling out the particular data we needed and sending it on to me in a form that we could more easily apply – all this very late one afternoon. His chart of the relevant USPS Service Standards from the 2007, Quarter 2 disk is included as part of this document.

and the list for each issue is always verified through Accuzip programming before being we go to press with each issue. However, given our new printer arrangements, I no longer print the labels and produce and supply all the mailing forms for each issue, as we used to do when our production came out of North Carolina... (slight correction to that: I do still produce those mailing documents with Accuzip, but they are for our own record keeping and general use and not supplied to USPS with the mailings)<sup>6</sup>. Flute Networks actual mailings and all those forms are now managed by Shannon Smith – Director of Mailing Services at Colour Concepts, Inc..<sup>7</sup> (CCI also prints our publication).

As the address list for each Flute Network issue is received at CCI Mailing Services, they manage it with Firstlogic mailing software (also fully CASS and PAVE certified), run the Address Correction and Encoding (ACE) to generate the CASS report, etc., do the Presort and produce all the related forms for the mailing as a whole. After being printed, each individual Flute Network is folded into the 5 ½” by 8 ½ “ size and tabbed in two places along the edge opposite the fold, inkjet addressed, and presorted for the trays as it comes off the Kirk-Rudy Wave Jet and Kirk Rudy tabbing machine<sup>8</sup>, there in the CCI plant. The respective trays are then assembled, sleeved and strapped, and put on a pallet. When complete, the whole pallet is shrink wrapped, and the USPS paperwork (including the 3602, qualification report, and CASS certificate<sup>9</sup>) are put with it, inside the shrink wrap so as to insure nothing gets lost. CCI trucks all their mailings to the SCF Business Mail/Bulk Mail facility in San Bernardino, 92403, on *at least* a daily basis. A copy of the 3602 is also taken by the driver to be “round stamped” by the USPS and is returned to CCI for their files, so that copies of it can also be made for any of the CCI mailers who wish them (...like us).

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<sup>6</sup> Although it is indeed a duplication of service, I continue to verify all addresses and run the CASS certification on the specific and updated list for each issue before sending each list to Shannon solely in order to better “chase” problem addresses, and to do all we can to keep our list on the highest of standards as far as USPS is concerned. Also, we continue to subscribe to USPS Address Correction Services (we are #BYNMLCH), and we interface with that information using the ACS Module from Accuzip.

<sup>7</sup> Shannon Smith is also a part of the MTAC #114 – Standard Mail Subgroup, joining about the same time that I did. Just in the last year, alone, Shannon and CCI produced and mailed out pieces for some 500 companies – these mailings ranged in size from 200 pieces to some 400,000 pieces, and ran the gamut from being locally targeted to a nationwide blanketing. He and CCI have typically generated between \$1.5 and \$2 million in postage for the USPS on a monthly basis.

<sup>8</sup> The Kirk-Rudy machine mechanically spaces out the respective bundles and trays as it processes the Presort – and the specific tray number for each individual Flute Network piece is also printed in the endorsement line of each address.

<sup>9</sup> Copies of these forms, specific to the mailing of our March 2007 issue, are included with this report.



## D. 2007 FLUTE NETWORK FINDINGS

### 1. Transit of Flute Network Issues From Entry into the USPS System – SCF San Bernardino, CA – to Delivery *in* San Bernardino, CA

Over the course of the eight issues we have produced and mailed so far, the dates of mailing and receipt of each issue at two local San Bernardino addresses were as follows:

Issue	Date rec'd by USPS - SCF 924--	Date rec'd at street address: 92407	Date rec'd at PO Box in 92427	Days in transit
Sept/Oct '06	09/22/06	10/02/06	10/02/06	10/10
Nov '06	10/23/06	10/26/06	10/25/06	3/2
Dec '06	11/22/06	11/27/06	11/27/06	5/5
Jan '07	12/18/06	12/22/06	12/22/06	4/4
Feb '07	01/24/07	01/29/07	01/30/06	5/6
March '07	02/20/07	02/28/07	02/28/07	8/8
April '07	03/21/07	03/26/07	03/26/07	5/5
May/June '07	04/23/07	...not yet rec'd	05/02/07	x/9

To be clear – the above chart reflects mailings from 3-digit zip of 924 to two addresses in 3-digit zip code 924 – the Service Standards as they currently stand indicate delivery can be expected in 3 days.

### 2. Our February and March 2007 Study

All of the raw data that came in regarding receipt of both issues are included with this document and are charted out by date and zip code, along with maps of the USA depicting those zip codes relative to the originating SCF San Bernardino, CA post office. As promised during the MTAC #114 Standard Mail Subgroup meeting in March 2007, the “overlay” of our data with the USPS Service Standards is provided in those charts as well – the number next to each zip which is enclosed in parentheses is the number of days

given in the existing USPS Service Standards for delivery - *to* – specific 3-digit zip codes - *from* - the originating 924 zip code (source: the CD of Service Standards, 2007, Quarter 2).

a. Regarding the February 2007 Issue

The February 2007 issue was received at SCF San Bernardino on January 24, 2007. We heard from 259 folks about the receipt of their February issue.

By USPS Service Standards, 2007, Quarter 2 data - none of them arrived “early”.

Two (2) were received “within” the established Service Standards, specifically:

- zip code 90260, was received Day 3, a Saturday, from mailing at 924 – the standard gives 4 days
- zip 27403, was received Day 9, a Friday, from 924 – the standard gives 10 days.

One issue could be considered to have been “close” in its arrival time - (i.e., delivered one day later than expected according to the Service Standards):

- zip code 90065 was delivered on Day 5, and the standards say 4 days for that zip.

The remaining 256 issues that we heard about were delivered between 2 and 43 days beyond the number of days identified on the USPS Service Standard CD.

From the point of view of the current Service Standards, and taken in bulk, only 25 issues – nationwide - were reported as being delivered within the initial 10 day span after mailing; 111 were delivered on and between Days 12 and 17; 60 delivered on and between Days 19 and 24 (there was a huge snow storm effecting NY and PA on our Day 19 – it’s unknown just how that effected potential for USPS delivery in those areas, but is certainly worth noting); 37 were delivered on and between Day 27 and 31; and 24 were delivered on and between Day 33 and 52.

b. Regarding The March 2007 Issue

The March 2007 issue was received at SCF San Bernardino Post Office on February 20<sup>th</sup>, 2007. We heard from 333 folks about receipt of their March issues.

By USPS Service Standards, 2007, Quarter 2 data - none of them arrived “early”.

Two (2) were reported as received within the established Service Standards:

– zip codes 90260 and 90403, both, were received on Day 4 (a Saturday), and the standards say 4 days for those two zips.

Four (4) could be considered to be in the “close” category:

– zip codes 10023, 27215, 11733, and 34116 were all received on Day 11 (a Saturday), and the Service Standards for all of those zips is 10 days.

The remaining 327 were reported as being delivered between 2 and 56 days beyond the number of days expected according to the Service Standards.

From the point of view of the current Service Standards, and taken in bulk, 26 folks – nationwide - reported receiving their issues on and within the initial 10 day span after mailing; 195 received theirs on and between Day 11 and 17; 85 were received on and between Days 18 and 24; 17 were received on and between Day 25 and 31; and 9 were received on and between day 32 and 65.

#### c. Notable Exceptions Among the Data Received for Both Issues

i. On March 20<sup>th</sup>, 2007 - Day 55 of our February issue delivery - we heard from zip code 32506 that she *never got* her February issue at all, but that she received March on March 6<sup>th</sup> (the March data is included with the other March issue data; that February issue which was reported as “never received”, however, was not included in our raw data count... [we choose to think it just might show up for her, even yet]...).

ii. Zip code 70505 reported receiving her March issue *before* her February issue – March issue was received on March 6<sup>th</sup> (Day 14, a Tuesday) and her February issue on March 8<sup>th</sup> (Day 43, a Thursday). Service Standards for zip 924 to 705 is nine (9) days. These data are reflected in their respective February and March counts.

iii. Zip code 70814 reported receiving her February and March issues both on the same day – March 17<sup>th</sup>, a Saturday (this represents days 52 and 25 respectively; the Service Standards give 924 to 708 as nine (9) days.)

iv. On April 11, 2007 – Day 50 of our March issue delivery – we heard from 75156 that he *never got* his March issue, but received his April issue on April 7<sup>th</sup> (the April issues entered the mail stream on March 21<sup>st</sup> – so that would be Day 16; Service Standards give 924 to 751 as being eight (8) days.) That his March issue

was never received is noted here, but as with the missing February issue above, was not included in the raw data count.

v. Three other people contacted us about receipt of their February and March issues, but their information was not sufficiently specific to allow us to responsibly code them. Efforts to contact these folks for more specifics were not successful, consequently we did not include their data in this report – however their efforts and interest in participating are hereby gratefully acknowledged.

### 3. Method of Responses

All together, 592 responses to our requests for information were volunteered to us. Of that number, 151 were sent to us via USPS mail (cards and notes, and most often the whole address panel was sent along as well; sometimes too, just the completed “form” that we’d provided for notation purposes was sent in); 8 people placed phone calls to us with the requested information; and 433 submitted their data via emails.

### **E. INITIAL REFLECTIONS from 2007 FLUTE NETWORK DATA**

All the raw data is included as an Appendix to this document. We gratefully acknowledge Google Maps for their website services which provided us an opportunity to graphically represent the relative position of receiving zip codes relative to SCF San Bernardino (CA) post office which was the entry point for all Flute Network issues. One map of city/state/zip code data was constructed for each day that we had information about Flute Networks being received. In the Raw Data Charts, the number in parentheses positioned next to each zip code is the number of days the Service Standards (2007, Quarter 2) gives for the respective “origin 924 to receiving 3-digit zip code”. By comparing maps across time, then, it is possible to get a feel for the “flow” of Flute Networks as they traversed the USPS system across the country over time..

We have not yet begun to plumb the depth and range of what might be gleaned from the 2007 Data, however two trends of importance (to us) did pop out, almost immediately, while doing the charting.

First - it is clear that, in our case, trays tagged for SCF 924 were not (*consistently*) being pulled from the pallet before being sent to the BMC in Los Angeles. (I understand that Shannon will be actively pursuing this issue with our local USPS SCF office – he suspects that this could explain some of the frustration experienced by other of his customers, too, whose large mailings have been taking 10-plus days for local

delivery ...seemingly without reason, until now - but always with serious consequences for those particular companies.) Nothing is known, here, also, about how pallets and trays are actually managed or handled after leaving the BMC in Los Angeles to move across the country as well – if similar inconsistencies in handling are happening down the line, that could contribute to some of the delays (relative to the Service Standards) evidenced in the data.

Second – that local delivery can vary widely once a “batch” reaches its “local” area post office for delivery to its destination is evident in the data as well. Taking Los Angeles as a case in point (all of these zip codes are geographically close (relatively speaking), and in the Service Standards for 4 day delivery from a 924 origin) – but were delivered with wide variation in time:

February issue was received in:

Lawndale, CA 90260 – on Day 3  
 Los Angeles, CA 90065 – Day 5  
 Northridge, CA 91324 – Day 9  
 San Pedro, CA 90731 – Day 9  
 Glendale, CA 91205 – Day 10  
 Glendale, CA 91206 – Day 15  
 West Hollywood, CA 90046 – Day 30

March issue was received in:

Lawndale, CA 90260 – on Day 4  
 Santa Monica, CA 90403 – Day 4  
 Glendale, CA 91207 – Day 8  
 Diamond Bar, CA 91765 – Day 9  
 San Pedro, CA 90731 – Day 10  
 Glendale, CA 91205 – Day 13  
 South Pasadena, CA 91031 – Day 14  
 Sylmar, CA 91342 – Day 15  
 West Lake Village, CA 91362 – Day 15

If – as is widely suspected<sup>10</sup> - Standard Mail moves only in an “as there’s room for it” basis - or alternatively - “only when there’s enough of it to be worth dealing with”, then that could account for some of these time differences – and it makes a mailers’ ability to reliably predict delivery next to impossible. I have no knowledge of any of the specifics about the range of delivery times in these cases (it really is rather striking!) – however, it is reasonable to suspect that LA is not unique in having such a varied profile in local deliveries of Standard Mail (especially nonprofit Standard Mails).

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<sup>10</sup> This “suspicion” was widely cited by most of the companies who talked with us as we conducted our 2006 Study, and has recently been reiterated to me again just in the last week by the owner of a large local Real Estate company and the Superintendent of a local public school system as being why they no longer use the bulk mail system, when they otherwise would. The CEO of a large non-profit professional organization also has put this “understanding” forward to it’s membership in their May 2007 newsletter, in a paragraph acknowledging and responding to the significant number of complaints that they’d received from the membership about their not having received organization publications which had been mailed to them some time ago. (Copy available upon request.)

## F. COMPARING ACROSS 2006 and 2007 FINDINGS

### 1. Regarding February Issues

In 2006 we heard from 228 respondents; in 2007 we heard from 259 folks.

In 2006, the flow of our mailings moved from “east to west”; the bulk of recipients received their issues on and between 12 – 19 days from date of mailing.

In 2007, the flow of our mailings moved from “west to east”; the bulk of our recipients reported receiving their issues on and between 12 – 24 days from date of mailing (171 people)..

### 2. Regarding March issues

In 2006, we heard from 307 respondents; in 2007 we heard from 333 folks.

In 2006, the flow of our mailings moved from “east to west”; the bulk of recipients reported receiving their issues on and between 32 – 41 days from date of mailing.

In 2007, the flow of our mailings moved from “west to east”; the bulk of our recipients (208 people) reported receiving their issues on and between days 13 – 24 --- a significant improvement from 2006<sup>11</sup>, and more in line with the experience of our two February issues as noted above.

### 3. OUR OWN CONCLUSIONS – SO FAR

In light of what we learned in 2006, when it became clear that we would indeed be going back into production, we adjusted our deadlines and press times up by a week (i.e., to the 10<sup>th</sup> of the month prior to the next months issue- for example, January 10<sup>th</sup> was the deadline for our February 2007 issue, February 10<sup>th</sup> the deadline for the March issue, and so on) thus allowing a “cushion” of 4 – 5 weeks for delivery time to our nationwide subscriber base via USPS. Our hopes in doing this were that more people might then be receiving their issues *within the month that appeared in the banner heading of each issue...* and our data from 2007 investigation appear to show that this hope has generally been realized. We continue to hope that this time allowance might be realistically (and reliably!) reduced; indeed, we would prefer it so.

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<sup>11</sup> Why this change???? ...heaven only knows!..... (Several theories *have* been proffered, so far, from folks we’ve talked with about this, but in the absence of further good information, those are mostly of a nature best shared in a far *less formal* setting than this document, and perhaps – better yet - discussed over a glass of good wine!)

At this point, given all that has come to light in the meantime regarding USPS processes *and* the demands being made of it, we at The Flute Network continue to be totally respectful of – and honestly, rather somewhat in awe of – how the USPS manages to deliver our mailings at all (and sooner or later, for the most part) to all those gazillions of addresses around the country. (One thing that really became obvious while working with Google Maps in this effort: there sure are a mind-blowing number of *little-bitty roads* now, in even more little towns that weren't even there last year – all of which have specific addresses and are scattered all around this country – *far more* than one might casually imagine!. No doubt the task of managing the mails has only become more complex and complicated over time as a result.<sup>12</sup>) It is not unusual, then, to think that the “realities” of current mailer experiences have also, then, likely far out-paced the established expectations and understandings about mail delivery times... However, what has *not* changed is the over-arching need for USPS *\*and\** its customers to be as “in synch” as possible about these matters.

As a case in point, knowing from our 2006 Study that in “reality”, it's taking up to 5 or more weeks for Flute Networks to be received by many (if not most) of our subscribers, we chose to adjust accordingly (...not that we're totally *thrilled* about it, but at least we *know better, now*, just what the “realities” are that we are dealing with, instead of trying so hard to hold to a belief in what amounted to – at best, “out of touch information” – as given in the USPS Standards of “3 – 10 days, nationwide”). Essentially, then, we are a case in point as to how the ability to plan better for receipt of ones mailings can make all the difference in the world (...well, *that – and* being graced with all the understanding and supportive subscribers, who so generously invested themselves in these investigative efforts, as well!).

**The larger questions remain however.** USPS customers (ourselves included) need – and deserve – to know better how to predict the timing of their mailings, and this can only come with *accurate information* about mail flow, for all mail classes, over time. The current MTAC #114 efforts towards those ends represent real potential for realization of that hope - in that we indeed are a diverse and widely inclusive party – and we are, indeed, (1) actively comparing notes about this “elephant” – or at least *what we each know* of it, and (2) looking at ways the USPS itself might better assess its own performance, possibly reconsider *how* it does its work, and make adjustments *if-and-as needed in order to actually accomplish \*that which they believe they can do\** towards meeting our mutually desired ends. Technological advances in scanning and tracking technology offer tremendous potential for individual mailers as well as the USPS to better assess these matters

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<sup>12</sup> Just this past weekend, there were reports in the newspapers, on CNN and MSNBC about the assignment of a unique zip code for a *shoe store* to be opened this summer on the eighth floor of the Saks Fifth Avenue flag-ship store in New York City: 10022-SHOE. ...Now, I doubt we will be adding them to *our* mailing list, but the *fact* of it is testament to the very kind of fine complexity I'm referring to!

*as we move into the future.* For now, however, (to the best of my knowledge) we have only what currently exists as the ground upon which any such efforts for the future must find traction. That there is, currently, still some discrepancy between mailer and mailing expectations and experience is perhaps still an understatement (i.e., there are perhaps far more than three versions of this this “elephant” -- versions that have yet to see the "light of day" by virtue of being shared - it is good that there is room, yet, in our considerations for all of \*them\* as well!).

IN SHORT: Our collective efforts most certainly stand the best chance of bringing the best results for ALL of us if our work can be inclusive and based in *as much “reality” as we can (a) get our hands on, and (b) get our minds around.* It is hoped that the raw data related to The Flute Networks experience with Standard Mail A non-profit delivery, from both 2006 and 2007, may assist in our collective effort.

#### Appendices:

1. The address panels for the February and March 2007 issues.
2. Mailing forms from our March 2007 mailing – CASS, 3602, qualification report, tray tags
3. The Flute Network Raw Data 2007 - with maps, and Service Standards overlay
4. From the Service Standards, 2007, Quarter 2 - a chart of 924 to other 3-digit zip codes
5. Page One of the January through April 2007 issues of The Flute Network..



# The Flute Network™

P.O. Box 9472 San Bernardino, CA 92427 U.S.A.

NONPROFIT ORG  
U.S. Postage  
PAID  
San Bernardino, CA  
Permit # 2968

ZIP CODE:

23/6

And the Date Received:

..... MANY THANKS!!



\*\*\*\*\*AUTO\*\*SCH 3-DIGIT 923

1

Jan Pritchard  
PO Box 9472  
San Bernardino CA 92427-0472



contents of advertising printed, and agree to indemnify the Publisher of The Flute Network for any and all claims and expenses arising therefrom. The opinions expressed in the articles and ads are those of the writer and not necessarily those of The Flute Network.

Notices of Masterclasses, Concerts, Performances and Tours, Flute Club and Choir Events, Out of Print Music and Books Wanted, and Directory of Services may run as line listings. Rates for these kinds of ads are assessed per

# The Flute Network™

P.O. Box 9472 San Bernardino, CA 92427 U.S.A.

NONPROFIT ORG  
U.S. Postage  
PAID  
San Bernardino, CA  
Permit # 2968

ZIP CODE:

23/7

And the Date Received:

2/28/07

..... MANY THANKS!!



\*\*\*\*\*AUTO\*\*SCH 3-DIGIT 923

1

Jan Pritchard  
192 W 54th St  
San Bernardino CA 92407-3244



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Notices of Masterclasses, Concerts, Performances and Tours, Flute Club and Choir Events, Out of Print Music and Books Wanted, and Directory of Services may run as line listings. Rates for these kinds of ads are assessed per



United States Postal Service  
CONSOLIDATED POSTAGE STATEMENT -- Nonprofit Standard Mail

Post Office:  
Note Mail Arrival Date & Time

Mailer

Entry Point: (1) SCF SN BERNARDINO CA, SAN BERNARDINO, CA 92403-9997  
Presort: ALL

14-Feb-2007 02:39:05pm

Permit Holder's Name and Address and Email Address If Any Postmaster Mailing 700 Columbia Ave Riverside CA 92423	Telephone 951 787-9988	Name and Address of Mailing Agent (If other than permit holder) A Little Wizard Enterprise 192 W 54th St San Bernardino CA 92407	Telephone	Name and Address of Individual or Organization for Which Mailing is Prepared (if other than permit holder) A Little Wizard Enterprise PO Box 9472 San Bernardino CA 92427 Job# 01023 USPS Nonprofit Auth No. Dun & Bradstreet No.
USPS Nonprofit Auth No. CAPS Cust.Ref.No. Dun & Bradstreet No.		Dun & Bradstreet No.		

Mailing

Post Office of Mailing San Bernardino CA 92403	Mailing Date 2/20/06	Fed Agency Cost Code	Statement Sequence No. 0001	No. and type of Containers
Type of Postage [X]Permit Imprint [ ]Precanceled Stamps [ ]Metered				0 -1'MM Trays 0 -2'MM Trays 55 -2'EMM Trays 55 -TTL Ltr Trays 0 -Flat Trays 0 -Sacks 0 -Pallets 0 -Other
Processing Category [X]Letters [ ]Parcels [ ]Flats [ ]Automation Flats(DMM 301.3) [ ]CMM	Weight of a Single Piece 0.0375 pounds	Total Pieces 6060		
Permit No. 2968	For Mail Enclosed within Another Class [ ]Periodicals [ ]Bound Printed Matter [ ]Library Mail [ ]Media Mail [ ]Parcel Post	If Sacked, Based on [ ]125 Pcs. [ ]15 Lbs. [ ]Both	Total Weight 227.2500	

Detached Address Labels? (DMM 602.4) [ ]Yes [ ]No

For Automation Rate Pieces, Enter Date of Address Matching and Coding (DMM 708.3.3) / /	For Enhanced Carrier Route Rate Pieces, Enter Date of Address Matching and Coding (DMM 708.3.3) / /	For Enhanced Carrier Route Rate Pieces, Enter Date of Carrier Route Sequencing (DMM 245/345/445) / /
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Postage

Parts Completed (select all that apply) [X]A [ ]B [ ]C [ ]D [ ]E [ ]F [ ]G [ ]H [ ]I [ ]J [ ]K [ ]L [ ]M [ ]S

Total Postage (Add parts totals) | \$ 896.5120

Rate at Which Postage Affixed (Check one) (DMM 244,344,444)  
[ ]Correct [ ]Lowest [ ]Neither

pcs. x \$ = Postage Affixed | \$

Net Postage Due (Subtract postage affixed from total postage) | \$ 896.51

For USPS Use Only: Additional Postage Payment (State reason) | \$

For postage affixed add additional payment to net postage due; for permit imprint add additional payment to total postage.

Total Adjusted Postage Affixed | \$

Postmaster: Report Total Postage in AIC 125 (Permit Imprint only). Total Adjusted Postage Permit Imprint | \$

Certification

The mailer's signature certifies that: (1) the mailing complies with DMM 703; (2) the income derived from the sale of any products or services advertised in the mailing is not subject to the Unrelated Business Income Tax (UBIT) and any products and services advertised are substantially related to the nonprofit organization's authorized purpose within the meaning of 39 U.S.C. § 3626(j)(1)(d)(ii)(I) and 26 U.S.C. § 513(A); (3) the mailing if made by a voting registration official is required or authorized under the National Voter Registration Act of 1993; and (4) it will agree to pay, subject to appeal, any revenue deficiencies assessed on this mailing. If an agent signs this form, the agent certifies that he or she is authorized to sign on behalf of the mailer, and that the mailer is bound by the certification and agrees to pay any deficiencies. In addition, agents may be liable for any deficiencies resulting from matters within their responsibility, knowledge, or control. The mailer hereby certifies that all information furnished on this form is accurate, truthful, and complete; that the mail and the supporting documentation comply with all postal standards and that the mailing qualifies for the rates and fees claimed; and that the mailing does not contain any matter prohibited by law or postal regulation. I understand that anyone who furnishes false or misleading information on this form or who omits information requested on this form may be subject to criminal and/or civil penalties, including fines and imprisonment.

Privacy Notice: For information regarding our Privacy Policy visit [www.usps.com](http://www.usps.com).

Signature of Mailer or Agent	Printed Name of Mailer or Agent Signing Form Esteban Gomez	Telephone 951 787-9988
------------------------------	---	---------------------------

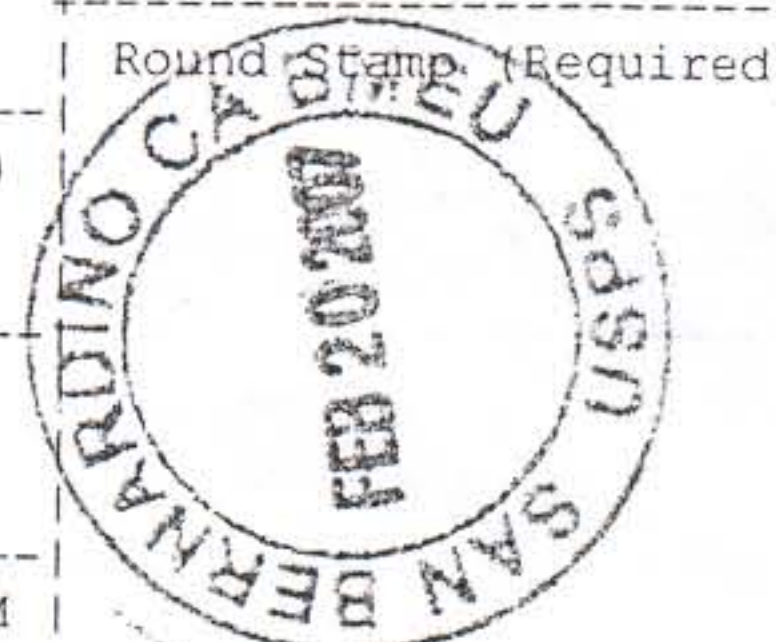
USPS Use Only

Weight of a Single Piece _____ pounds	Are postage figures at left adjusted from mailer's entries? If "Yes," Reason:	[ ] Yes [ ] No
Total Pieces	Total Weight	
Total Postage		

Check One [ ]Presort Verification [ ]Presort Verification Not Scheduled Performed as Scheduled	Date Mailer Notified	Contact	By (Initials)
--	----------------------	---------	---------------

I CERTIFY that this mailing has been inspected concerning: (1) eligibility for postage rates claimed; (2) proper preparation and presort; (3) proper completion of postage statement; and (4) payment of annual fee.

Verifying Employee's Signature	Print Verifying Employee's Name	Time	AM
--------------------------------	---------------------------------	------	----





CODING ACCURACY SUPPORT SYSTEM CASS				SUMMARY REPORT PS FORM 3553	
A1. CASS					
CASS Certified Company Name Business Objects Americas			Configuration STD		
CASS Certified Software Name & Version ACE 7.70.01.K					
Z4Change Certified Company Name			Configuration N/A		
Z4Change Software Name & Version					
eLOT Certified Company Name Business Objects Americas			Configuration STD		
eLOT Software Name & Version ACE 7.70.01.K					
A2. MASS					
MASS Certified Company Name					
MASS Certified Software Name & Version					
Configuration		MLOCR Serial Number			
B1. LIST PROCESSOR		B2. DATE LIST PROCESSED		B3. DATE OF DATABASE	
		MASTER FILE: 14-Feb-2007		ZIP+4 FILE: 12/2006	
		Z4CHANGE:		Z4CHANGE:	
		eLOT: 14-Feb-2007		eLOT: 12/2006	
		CRIS:		CRIS:	
B4. ADDRESS LIST NAME 01023_ace.TXT		B5. NUMBER OF LISTS 1		B6. TOTAL ADDRESSES 6060	
CASS OUTPUT RATING		TOTAL CODED		VALIDATION PERIOD FROM TO	
C1. RECORDS ZIP+4 CODED		6060		02/14/2007   08/13/2007	
C2. RECORDS Z4CHANGE PROCESSED		0		XXXXXXXXXX   XXXXXXXXXXXX	
C3. RECORDS DPBC CODED		6060		02/14/2007   08/13/2007	
C4. RECORDS 5-DIGIT CODED		6060		02/14/2007   02/14/2008	
C5. RECORDS CR RT CODED		6060		02/14/2007   05/15/2007	
C6. RECORDS eLOT ASSIGNED		6060		02/14/2007   05/15/2007	
D1. SIGNATURE OF MAILER		D2. DATE SIGNED			
I certify that the mailing submitted with this form has been ZIP+4 coded (as indicated above) using CASS certified software meeting all requirements of Domestic Mail Manual A950.		D3. NAME & ADDRESS OF MAILER Postmaster Mailing 700 Columbia Ave Riverside CA 92507			
For Informational Purposes Only: QSS is solely made available for the list processor's review and analysis. This information is not to be considered by the Postal Service personnel in determining rate eligibility under any circumstances.					
High Rise Default	High Rise Exact	Rural Route Default	Rural Route Exact	Locatable Address Conversion System (LACS/LACSLink)	
146	404	5	8	38	
EWS	DPV	TDI			
0	0	0			

Entry Point: (1) SCF SN BERNARDINO CA, SAN BERNARDINO, CA 92403-9997  
 Presort: (1) STD, Automation Letters ATM (DMM 245.7)

Tray#	Tray Size	Tray Lvl	Tray Zip	Group	Dest	Pc/Ver ID	WS	HD	CR	CB	5B	3B	AB	MB	3/5	BS	Running Totals
1	2-U	3DGS	923	923		All							14				14
				924		All							3				17
				925		All							18				35
2	2-U	3DG	922			All							11				46
3	2	MAAD	901	A006		All								2			48
				A010		All								32			80
				A015		All								42			122
				A018		All								37			159
4	2	MAAD	901	A018		All								12			171
				A021		All								91			262
				A023		All								10			272
5	2	MAAD	901	A023		All								10			282
				A028		All								35			317
				A030		All								38			355
				A040		All								30			385
6	2	MAAD	901	A040		All								13			398
				A050		All								39			437
				A060		All								33			470
				A064		All								29			499
7	2	MAAD	901	A064		All								25			524
				A068		All								26			550
				A07099		All								38			588
				A076		All								24			612
8	2	MAAD	901	A076		All								7			619
				A077		All								12			631
				A079		All								28			659
				A080		All								48			707
				A085		All								19			726
9	2	MAAD	901	A085		All								3			729
				A088		All								15			744
				A00309		All								6			750
				A100		All								89			839
10	2	MAAD	901	A100		All								25			864
				A105		All								47			911
				A112		All								25			936
				A110		All								17			953
11	2	MAAD	901	A110		All								7			960
				A115		All								18			978
				A117		All								39			1017
				A120		All								26			1043
				A125		All								23			1066
12	2	MAAD	901	A125		All								2			1068
				A130		All								40			1108
				A140		All								25			1133
				A144		All								47			1180
13	2	MAAD	901	A144		All								5			1185
				A150		All								71			1256
				A170		All								29			1285
				A173		All								8			1293
14	2	MAAD	901	A173		All								14			1307
				A180		All								30			1337
				A189		All								53			1390
				A190		All								17			1407
15	2	MAAD	901	A190		All								57			1464
				A197		All								18			1482
				A200		All								14			1496
				A202		All								1			1497
				A201		All								23			1520
16	2	MAAD	901	A201		All								10			1530
				A207		All								23			1553
				A208		All								37			1590
				A210		All								42			1632
				A212		All								2			1634
17	2	MAAD	901	A212		All								42			1676
				A217		All								13			1689
				A220		All								54			1743
				A230		All								4			1747
18	2	MAAD	901	A230		All								44			1791
				A233		All								30			1821
				A240		All								24			1845
				A250		All								16			1861
19	2	MAAD	901	A250		All								8			1869
				A270		All								34			1903
				A275		All								62			1965

Page Total 0 0 0 0 0 0 0 46 1919 0 0

Entry Point: (1) SCF SN BERNARDINO CA, SAN BERNARDINO, CA 92403-9997  
 Presort: (1) STD, Automation Letters ATM (DMM 245.7)

Tray#	Tray Size	Tray Lvl	Tray Zip	Group	Dest	Pc/Ver ID	WS	HD	CR	CB	5B	3B	AB	MB	3/5	BS	Running Totals
20	2	MAAD	901	A280		All								9			1974
				A280		All								73			2047
				A283		All								14			2061
				A290		All								24			2085
				A294		All								3			2088
21	2	MAAD	901	A294		All								22			2110
				A296		All								31			2141
				A300		All								60			2201
22	2	MAAD	901	A300		All								1			2202
				A303		All								61			2263
				A306		All								17			2280
				A308		All								9			2289
				A310		All								14			2303
				A320		All								12			2315
23	2	MAAD	901	A320		All								62			2377
				A325		All								8			2385
				A327		All								26			2411
				A328		All								17			2428
24	2	MAAD	901	A328		All								20			2448
				A330		All								17			2465
				A331		All								26			2491
				A333		All								10			2501
				A334		All								31			2532
				A335		All								10			2542
25	2	MAAD	901	A335		All								57			2599
				A339		All								17			2616
				A350		All								39			2655
26	2	MAAD	901	A350		All								1			2656
				A360		All								10			2666
				A365		All								7			2673
				A370		All								36			2709
				A373		All								29			2738
				A377		All								26			2764
				A380		All								5			2769
27	2	MAAD	901	A380		All								20			2789
				A390		All								13			2802
				A400		All								27			2829
				A403		All								20			2849
				A430		All								33			2882
28	2	MAAD	901	A430		All								4			2886
				A434		All								16			2902
				A440		All								52			2954
				A442		All								33			2987
				A450		All								9			2996
29	2	MAAD	901	A450		All								24			3020
				A453		All								21			3041
				A460		All								68			3109
30	2	MAAD	901	A460		All								8			3117
				A462		All								30			3147
				A480		All								51			3198
				A481		All								25			3223
31	2	MAAD	901	A481		All								18			3241
				A488		All								52			3293
				A493		All								43			3336
32	2	MAAD	901	A493		All								23			3359
				A500		All								29			3388
				A522		All								52			3440
				A530		All								10			3450
33	2	MAAD	901	A530		All								54			3504
				A535		All								37			3541
				A541		All								16			3557
				A550		All								6			3563
34	2	MAAD	901	A550		All								60			3623
				A553		All								54			3677
35	2	MAAD	901	A553		All								6			3683
				A570		All								16			3699
				A580		All								16			3715
				A590		All								42			3757
				A600		All								33			3790
36	2	MAAD	901	A600		All								44			3834
				A601		All								49			3883
				A604		All								19			3902
				A605		All								2			3904
37	2	MAAD	901	A605		All								30			3934
Page Total							0	0	0	0	0	0	0	1969	0	0	

Entry Point: (1) SCF SN BERNARDINO CA, SAN BERNARDINO, CA 92403-9997  
 Presort: (1) STD, Automation Letters ATM (DMM 245.7)

Tray#	Tray Size	Tray Lvl	Tray Zip	Group	Dest	Pc/Ver ID	WS	HD	CR	CB	5B	3B	AB	MB	3/5	BS	Running Totals
						A606								59			3993
						A617								24			4017
38	2	MAAD	901			A617								15			4032
						A630								65			4097
						A640								34			4131
39	2	MAAD	901			A640								58			4189
						A670								32			4221
						A680								23			4244
40	2	MAAD	901			A680								18			4262
						A700								9			4271
						A707								17			4288
						A710								12			4300
						A720								26			4326
						A730								23			4349
						A740								9			4358
41	2	MAAD	901			A740								3			4361
						A750								39			4400
						A752								19			4419
						A757								10			4429
						A760								41			4470
						A770								1			4471
42	2	MAAD	901			A770								30			4501
						A773								55			4556
						A780								27			4583
						A783								2			4585
43	2	MAAD	901			A783								9			4594
						A786								48			4642
						A793								20			4662
						A798								10			4672
						A800								26			4698
44	2	MAAD	901			A800								114			4812
45	2	MAAD	901			A800								1			4813
						A808								29			4842
						A820								14			4856
						A836								23			4879
						A840								31			4910
						A852								15			4925
46	2	MAAD	901			A852								45			4970
						A856								31			5001
						A870								33			5034
						A890								5			5039
47	2	MAAD	901			A890								16			5055
						A894								10			5065
						A900								34			5099
						A902								36			5135
						A907								17			5152
48	2	MAAD	901			A907								21			5173
						A910								57			5230
						A913								36			5266
49	2	MAAD	901			A913								12			5278
						A917								18			5296
						A920								67			5363
						A926								16			5379
50	2	MAAD	901			A926								22			5401
						A930								24			5425
						A940								68			5493
51	2	MAAD	901			A940								58			5551
						A945								55			5606
52	2	MAAD	901			A945								30			5636
						A950								53			5689
						A956								31			5720
53	2	MAAD	901			A956								23			5743
						A962								1			5744
						A967								22			5766
						A970								67			5833
54	2	MAAD	901			A970								35			5868
						A980								79			5947
55	2	MAAD	901			A980								36			5983
						A983								34			6017
						A990								29			6046
Page Total							0	0	0	0	0	0	0	2112	0	0	

Entry Point: (1) SCF SN BERNARDINO CA, SAN BERNARDINO, CA 92403-9997  
 Presort: (1) STD, Automation Letters ATM (DMM 245.7)

Tray#	Tray Size	Tray Lvl	Tray Zip	Group	Dest	Pc/Ver ID	WS	HD	CR	CB	5B	3B	AB	MB	3/5	BS	Running Totals
				A995		All								14			6060
				Mailing Total			0	0	0	0	0	0	46	6014	0	0	

Mailing Rate Summary	Pieces
Automation ADC (AB)	46
Mixed Automation ADC (MB)	6014
TOTAL Automation	6060
Grand Total Pieces:	6060

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 Entry Point: (1) SCF SN BERNARDINO CA, SAN BERNARDINO, CA 92403-9997  
 Presort: (1) STD, Automation Letters ATM (DMM 245.7)

Destination Rate Summary Pieces											
Dest	WS	HD	CR	CB	5B	3B	AB	MB	3/5	BS	Totals
DDU											0
DSCF											0
DBMC											0
NONE							46	6014			6060
Totals	0	0	0	0	0	0	46	6014	0	0	6060